



WEWS

ORDER

Flight Dates **10/20/12-10/28/12**

Contract / Revision **315249 /**

Original Date / Revision
10/18/12 10/23/12

Advertiser **National Federation Indepen**

Agency **Target Enterprises**

Buying Contact

**15260 Ventura Boulevard - Suite #1
Sherman Oaks, CA 91403-5347**

Product

Agency Com 15%

Billing Contact

**15260 Ventura Boulevard - Suite #1
Sherman Oaks, CA 91403-5347**

Sales Office WEWSN

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Bill Young

Account Executive	Order%	Start Date	End Date
Bill Young	100%		

Order Share 100% Market Value 90475

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	32	\$76,903.75	\$90,475.00	16.50
Totals	32	\$76,903.75	\$90,475.00	16.50

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	32	\$76,903.75	\$90,475.00

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	10/22/12	10/28/12	SU 1125p-12a Sports Ext	CM	1135p-12x	-----S	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
				SU 1135p-12a Sports Ext											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S		1		\$1,100.00		0.00					
N 2	WEWS	10/22/12	10/28/12	M-F 12-1230pm News	CM	12-1p	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
				12-1230p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



WEWS

Print Date: 10/25/12

Page 2 of 2

Contract / Revision 315249 Flight Dates 10/20/12-10/28/12

Hiatus Dates

Original Date / Revision 10/18/12/ 10/23/12

Order Sep 00:20:00

Advertiser National Federation Indepe Product

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/22/12	10/28/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	5		\$1,000.00		0.00						
N 3	WEWS	10/22/12	10/28/12	M-F 1-2p Chew	CM	Chew	MTWTF--	:30	5	\$775.00	P-2	0.00	NM	5	\$3,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	5		\$775.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	WEWS	10/22/12-10/28/12		M-F 1-2p		Chew	MTWThF----	:30		(\$775.00)		0.00	NM		
See MG 3.6															
[na]															
6	WEWS	10/24/12-10/26/12		1230-1P Right this Minute		1230-1p	--WThF----	:30		\$775.00		0.00	NM		
Ⓜ MG for 3.5 10/25															
N 4	WEWS	10/22/12	10/28/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	5	\$2,000.00	P-1	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	5		\$2,000.00		0.00						
N 5	WEWS	10/22/12	10/28/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF--	:30	5	\$3,400.00	P-1	0.00	NM	5	\$17,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	5		\$3,400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WEWS	10/22/12-10/28/12		M-Su 630-7p WNT		630-7p	MTWThF----	:30		(\$3,400.00)		0.00	NM		
See MG 5.7															
[na]															
4	WEWS	10/22/12-10/28/12		M-Su 630-7p WNT		630-7p	MTWThF----	:30		(\$3,400.00)		0.00	NM		
See MG 5.8															
[NA]															
7	WEWS	10/23/12-10/28/12		M-F 6-630p News		6-630p	-TWThF----	:30		\$3,400.00		0.00	NM		
Ⓜ MG for 5.3 10/25															
[per Kym]															
8	WEWS	10/24/12-10/26/12		M-F 6-630p News		6-630p	--WThF----	:30		\$3,400.00		0.00	NM		
Ⓜ MG for 5.4 10/26															
N 6	WEWS	10/21/12	10/28/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	1	\$4,500.00	P-1	0.00	NM	5	\$22,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$4,500.00		0.00						
Week:		10/22/12	10/28/12	MTWTF--	4		\$4,500.00		0.00						
N 7	WEWS	10/20/12	10/20/12	OSU Football OSU vs. Purdue	CM	OSU vs. Purdue	-----S-	:30	1	\$25,000.00	P-2	0.00	NM	1	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$25,000.00		0.00						
N 8	WEWS	10/22/12	10/28/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	5	\$1,200.00	P-1	3.30	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	5		\$1,200.00		3.30						
Totals														32	\$90,475.00